



# **CITY OF NEWPORT BEACH SPECIAL EVENTS ADVISORY COMMITTEE**

## **AGENDA**

**MEETING DATE:**        **Wednesday, December 9, 2009**

**TIME:**                    **8:00 AM**

**PLACE:**                **Planning Conference Room,  
Trailer I  
Front Lawn City Hall**

1. Call to Order
2. Review and Approve Minutes of November 5, 2009 (Attachment)
3. Review of Selected Criteria for Funding (Attachment)
4. Start Discussion of Application Form and Process (Attachment)
5. Comments from the Public
6. Set Next Meeting Date
7. Adjourn to Next Meeting

CITY OF NEWPORT BEACH  
SPECIAL EVENTS ADVISORY COMMITTEE MEETING  
Visit Newport Beach, Inc. Conference Room  
November 12, 2009  
4 p.m.

**DRAFT MINUTES**

X – In attendance

A - Absent

**Members**

X	Laura Davis, Fashion Island	X	Marshall Topping, Topping Events, Inc.
X	Janis Dinwiddie, Dinwiddie Events	X	Judith Brower Fancher, Brower, Miller & Cole
X	Kim Severini, Visit Newport Beach, Inc.	A	Jim Donnell, Citivest, Inc.
A	Kirwan Rockefeller, U.C. Irvine	X	

**Staff Present**

Leigh DeSantis, City of Newport Beach, Economic Development Administrator

Loretta Walker, Visit Newport Beach Inc, Director of Administration as Recording Secretary

**Call to Order**

Laura Davis, Chairperson, called the meeting to order at 4:10 p.m.

**Review and Approve Minutes of October 1, 2009**

Laura Davis asked for a motion to approve the minutes of the October 1, 2009 meeting. Judith Brower Fancher made the motion and Kim Severini seconded. The minutes were unanimously accepted.

**Discussion of Proposed Criteria for Funding**

The suggested baseline criterion for evaluating applications was discussed in detail and members determined a list of those to be eliminated from the list and those to be changed. The proposed evaluation criteria suggested in a 2-page document written by Marshall Topping was also discussed. Leigh DeSantis will sort out the changes made by the Committee and incorporate them with the suggestions from Mr. Topping.

**Prior to the Next Meeting**

- Ms. DeSantis will make revised baseline criteria list for evaluating applications to send to all Committee Members.
- Ms. Davis will present an example of a recap form for event participants so that there may be a uniform way of evaluating the success of the event.
- Committee Members will review and be prepared to discuss the Hamilton City Council's Event Sponsorship-Special Event Application Form that was presented by Ms. Davis.

**Comments from the Public**

There were no comments from the public.

**Next Meeting Date**

The next meeting is tentatively scheduled for December 16 at 4 p.m. in the Visit Newport Beach, Inc. Conference Room. Ms. DeSantis will discuss this date with the Committee Members who were not present and propose alternative dates to all members if necessary.

**Adjourn**

The meeting was adjourned at 5:30 p.m.

Respectfully submitted by

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Loretta Walker,  
Recording Secretary

DRAFT

## Newport Beach Public Benefit Goals

1. The event should enhance the City of Newport Beach as an exciting place to live, work, and visit. The event should contribute towards creating a unique identity (brand) for the City of Newport Beach.
2. The event should give the Newport Beach residents and business residents a sense of pride and ownership of the event.
3. The event should increase the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying overnight in Newport Beach are highly desirable.

## Newport Beach Use of Funding Requirements

1. The City's funding must be used for running an actual event.
2. The event must be held principally within city limits.
3. The City's funding should represent no more than 30% of the total event budget. Volunteer hours may not be counted in toward the total event budget but the value of in-kind goods and services may be counted.
4. The funding request for the event must include a list of other City entities or groups and private sponsors from whom the applicant is seeking financial support.
5. The event need not always be free, but should be accessible to the community/public. Events that are not free should have a free to the public component and/or a charitable giving component.
6. The City's funding is a sponsorship, not a grant, and Newport Beach is to be treated as any other commercial sponsor would in terms of recognition and benefits. The City reserves the right to negotiate levels of recognition/benefits.

## Newport Beach Application Process Summary

1. Each funding request must include a completed city application form. Attached to the application form must be:
  - i.) a projected budget for the entire event, and
  - ii.) a schedule for event planning, event preparation and the event itself.
2. City funding will be awarded for one year only. Events must apply annually. Applicants may wish to state if they will be reapplying annually.
3. Applicants must obtain all required Permits, Insurance, and Security/Police support as needed for the event.
4. Event organizers need to submit a post event evaluation not later than 90 days following the event.
5. The event must be in good standing on all previous City invoices.
6. The Applicant must submit a description of their organization including purpose, history, type of organization (non-profit, trust, corporation, etc) and names of board members or owners. The Applicant should designate a contact person should additional information be needed.
7. The Applicant must demonstrate the ability to produce and market a well-planned, safe event.
8. The Applicant must demonstrate strong financial management and effective management controls, including cost-effectiveness.
9. In the application, please describe the events target markets.
10. If the Applicant conducts a similar event in other cities, describe any difficulties you've encountered and what adjustments you've made to improve the event.